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D.T.

PTO/SB/21 (09-04)

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| TRANSMITTAL FORM (to be used for all correspondence after initial filing) | Application Number | 09/777,098 |
| | Filing Date | February 5, 2001 |
| | First Named Inventor | Robert Bernstein |
| | Art Unit | 3622 |
| | Examiner Name | Carlson, J. |
| Total Number of Pages in This Submission | Attorney Docket Number | 4707-81342 |

| ENCLOSURES (Check all that apply) | | |
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| Remarks Applicant believes no fee is due, however if the Commissioner deems fee necessary, please charge deposit account No. 23-0920. | | |

| SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT | | | |
|--|--------------------|----------|--------|
| Firm Name | Welsh & Katz, Ltd. | | |
| Signature | | | |
| Printed name | Jon P. Christensen | | |
| Date | August 3, 2007 | Reg. No. | 34,137 |

| CERTIFICATE OF TRANSMISSION/MAILING | | | |
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| Typed or printed name | Gloria O'Bannon | Date | August 3, 2007 |

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81342

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor: Robert Bernstein Art Unit: 3622
Serial No.: 09/777,098
Filed: February 5, 2001
For: METHOD AND APPARATUS FOR
IDENTIFYING CUSTOMERS FOR
DELIVERY OF PROMOTIONAL MATERIALS
Examiner: Carlson, J.
Attorney
Docket No.: 81342

RESPONSE

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In reply to the Office Action of May 21, 2007, the applicant responds as follows:

The Claims begin on page 2 of this paper.

Remarks begin on page 6 of this paper.